

## *Sales RUSH – Customer Connected Adrenaline*

**A**zuki Systems recently released a survey of US mobile consumers which indicates a surge in usage of mobile media, as well as details about how consumers are spending their time on the phone. The study also highlights that there are still some common barriers facing consumers. Azuki is a technology provider enabling Interactive Mobile Media Services for content publishers and mobile operators. They conducted the market survey during the autumn of 2008, included sampling across age groups, from high school students to senior citizens. The goal was to better understand today's mobile phone users as well as to learn about emerging trends and anticipated future behavior.

Some of the key findings of the survey are:

**Talking:** 33% talk on their mobile phones more than 10 hours per week. The youngest generation is spending even more time, with 34% of those 17 and younger talking for more than 15 hours/week.

**Email:** 50% access their e-mails from their mobile phones, with nearly 30% of those between the ages of 35 and 44 doing so for more than two hours per week.

**Social Networking** 25% percent are accessing social networking sites from their mobile devices, and one in seven between the ages of 23 to 34 is doing so for more than two hours/week.

## **N**ew figures suggest businesses are embracing mobile marketing

*Wednesday 13th May 2009*

A new study has highlighted that many growing businesses may be adding mobile advertising to their direct marketing mix. Research by the Internet Advertising Bureau (IAB) and Pricewaterhouse - Coopers found that the market for mobile-based promotions was worth \$56 million last year, with ad spend in the area doubling in the size on a like-for-like basis. It is believed that firms have turned to the strategy due to its return on investment and its ability to be easily targeted. Guy Phillipson, chief executive of the IAB, said the study highlights how it is the "perfect time" for companies to consider using the platform as part of a wider marketing strategy. He added: "The IAB is dedicating considerable resource to educating marketers and agencies so they can optimize their campaigns as mobile becomes an essential part of all communications plans."

The IAB, which has over 480 members, is dedicated to promoting online marketing platforms.

## **T**XT Messaging: Of the 79% who send text

messages from their phones, 29% do so for more than two hours/week, with 37% of those less than the age of 22 texting for more than two hours/week. With only a gradual drop-off in text messaging for 23 to 44 year-olds.

**Mobile Internet** 52% access the Web via their mobile phones, and 35 to 44 year-olds are leveraging this technology the most, with 60% spending time each week surfing the Web.

**Mobile TV:** 25% access video on their mobile phones, with 88% of this group spending less than two hours/week, which may indicate a growing appetite for rich media with shorter duration viewing patterns.

Consumers also showed strong support for smartphones, with 62% of respondents indicating that they either own now or will own a smart phone in the next 12 months.

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ideals of a nation  
by its  
advertisements."*

**Norman  
Douglas**

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